

U.S. Army 2005 MWR Leisure Needs Survey Results

**Installation Management
Agency
Korea**

BRIEFING OUTLINE

Installation Management Agency - Korea

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

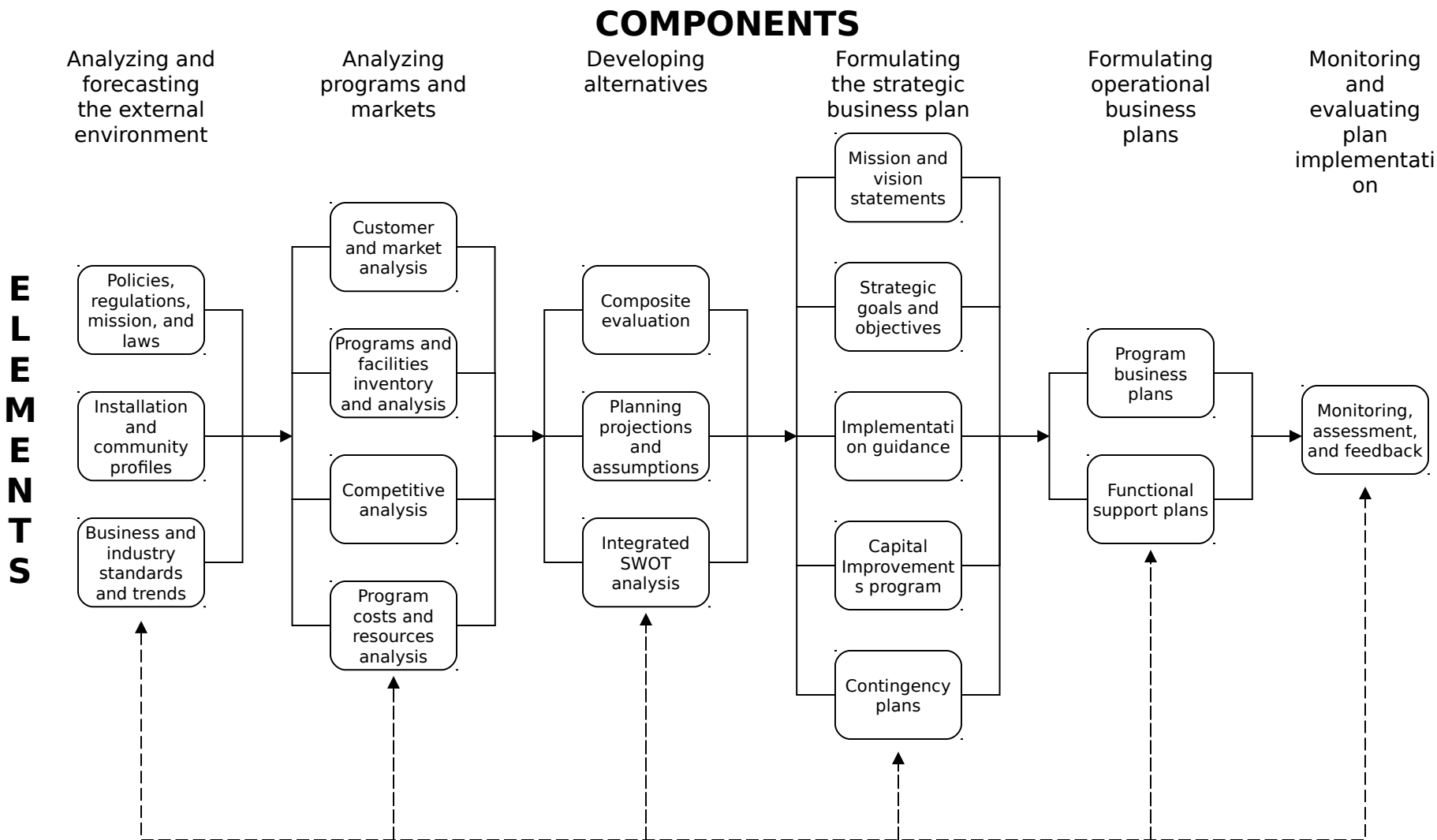
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Installation Management Agency - Korea

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Installation Management Agency - Korea

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 10,756 surveys were distributed at IMA - Korea



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Installation Management Agency - Korea

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Korea respondents completing survey via the Web by patron group and for all respondents:
 - Active Duty Soldiers: 62%
 - DA Civilians: 65%
 - All Respondents: 63%

METHODOLOGY

Installation Management Agency - Korea

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
IMA - Korea:					
Active Duty	27,003	8,274	1,567	18.94%	±2.40%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	3,287	2,482	581	23.41%	±3.69%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	30,290	10,756	2,148	19.97%	±2.04%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

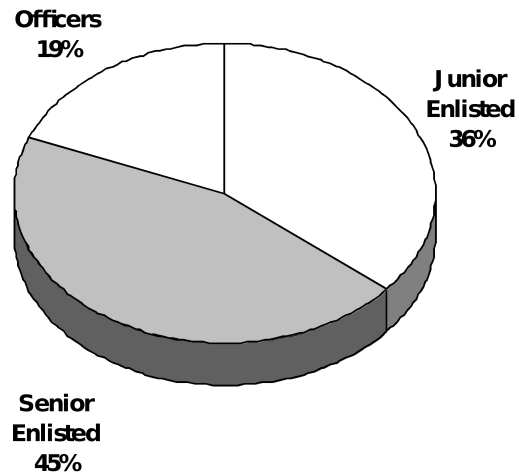
PATRON SAMPLE*

Installation Management Agency - Korea

RESPONDENT POPULATION SEGMENTS

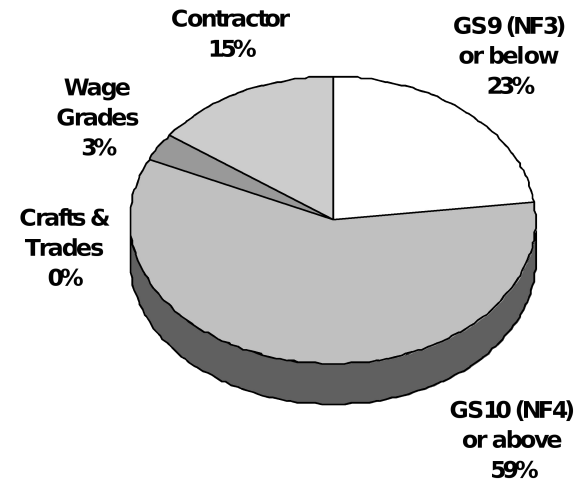
ACTIVE DUTY

(n = 1,436)



CIVILIANS

(n = 533)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Installation Management Agency - Korea

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Korea

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

85%

Library

59%

Bowling Center

55%

Bowling Food & Beverage

50%

Swimming Pool

48%

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Army Lodging

4.20

Fitness Center/Gymnasium

4.20

Bowling Center

FACILITIES WITH HIGHEST QUALITY RATINGS**

Army Lodging

4.19

Fitness Center/Gymnasium

4.03

Bowling Center

4.02

Child Development Center

*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Korea

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds

6%

Child Development Center

9%

School Age Services

10%

Youth Center

11%

Bowling Pro Shop

13%

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash

3.53

Outdoor Recreation Center

3.65

Athletic Fields

FACILITIES WITH LOWEST QUALITY RATINGS**

Car Wash

3.42

Cabins & Campgrounds

3.51

Multipurpose Sports/Tennis Courts

3.53

Athletic Fields

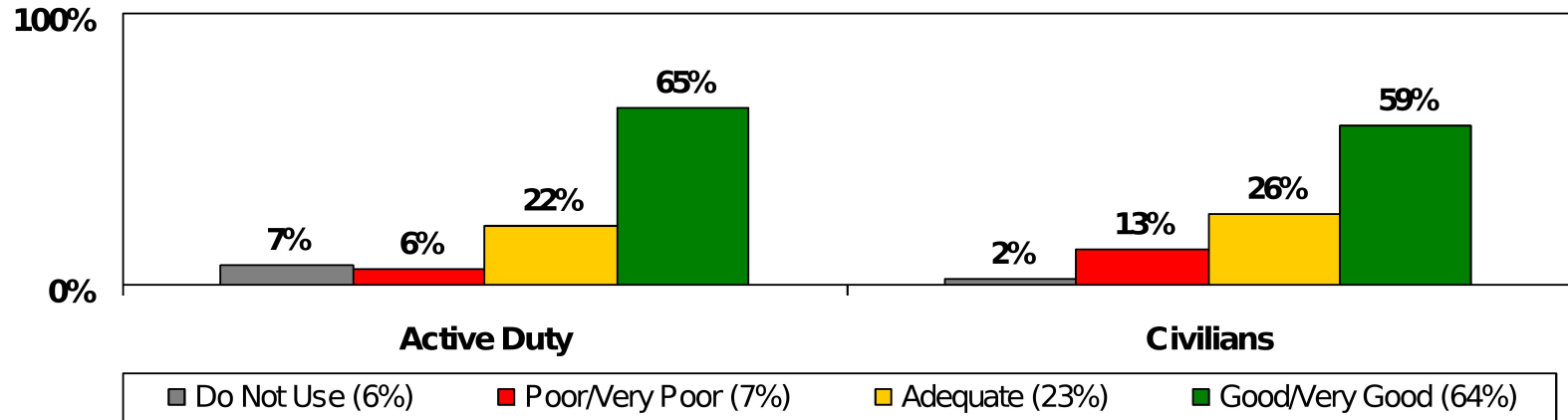
*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

**Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

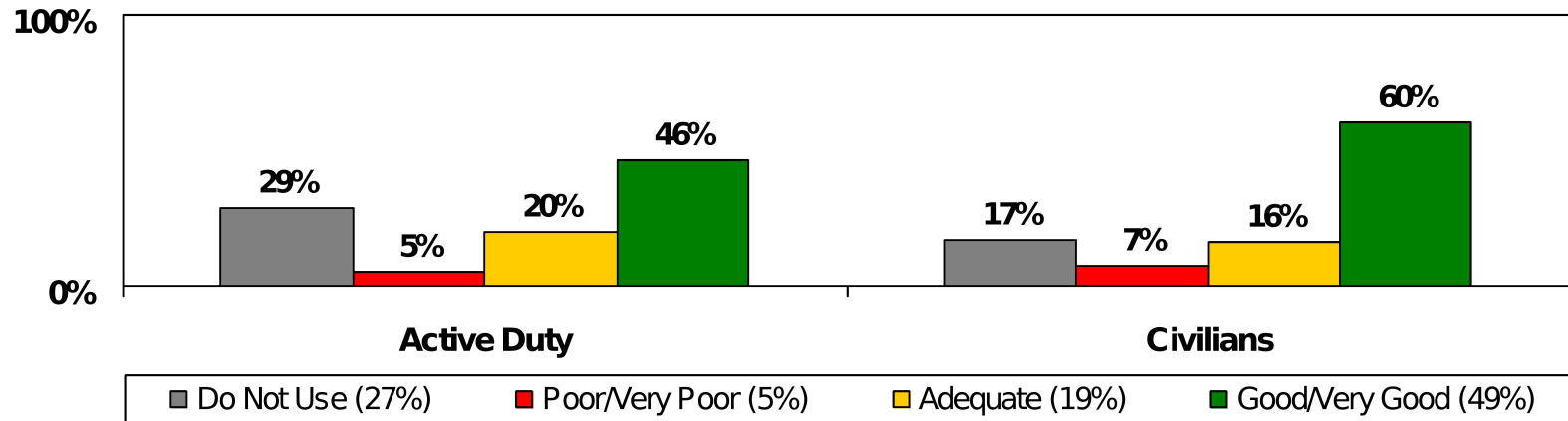
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Korea

Quality of On-Post Services*



Quality of Off-Post Services*

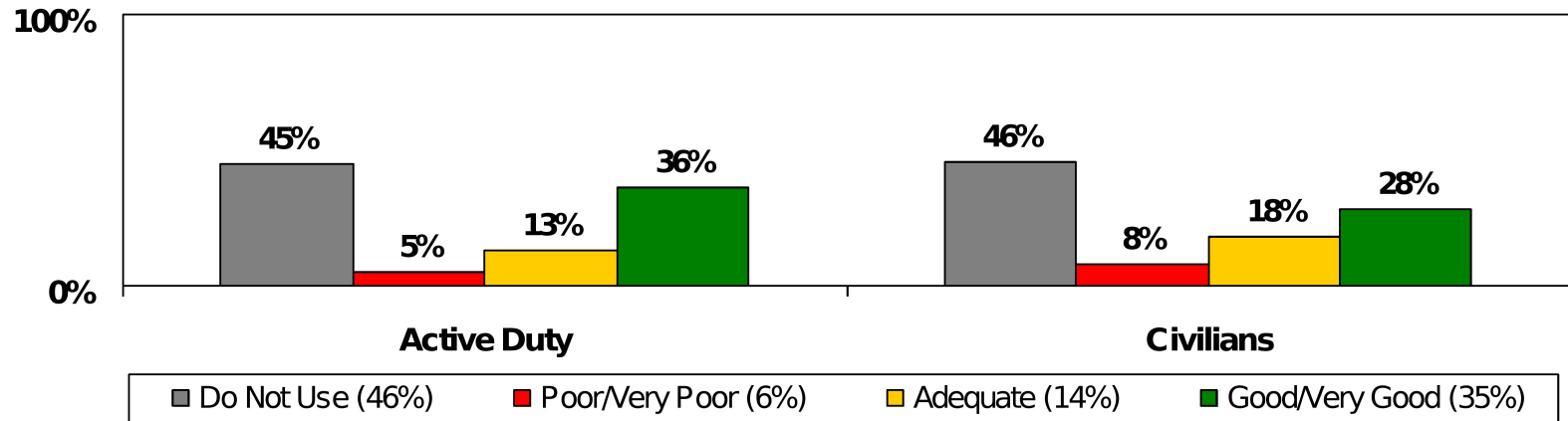


* Percentages in legend present data for region overall.

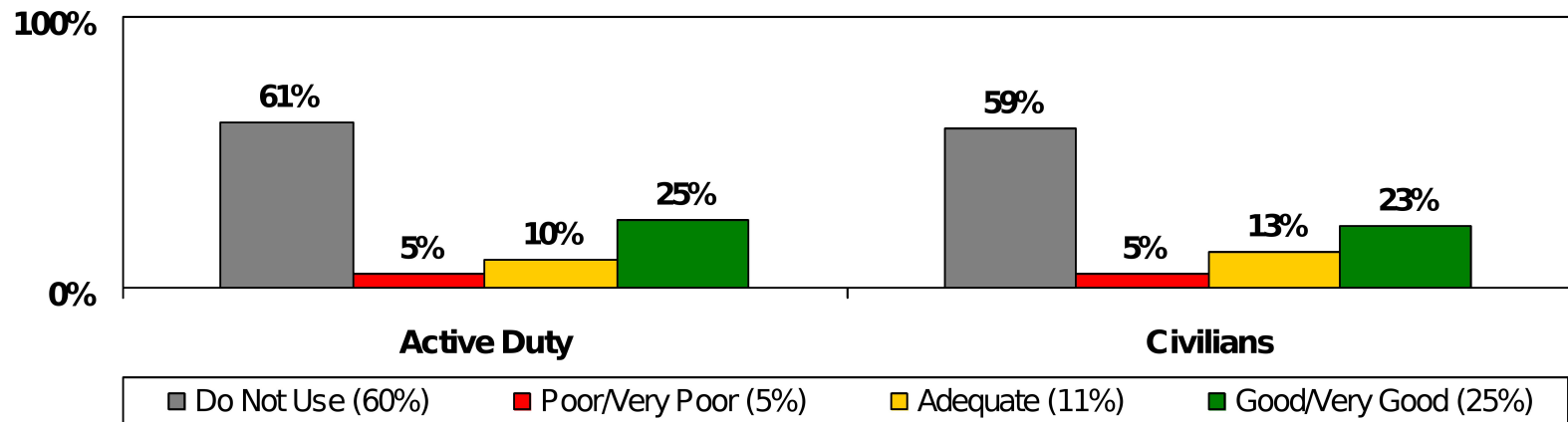
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Korea

Quality of On-Post Services*



Quality of Off-Post Services*

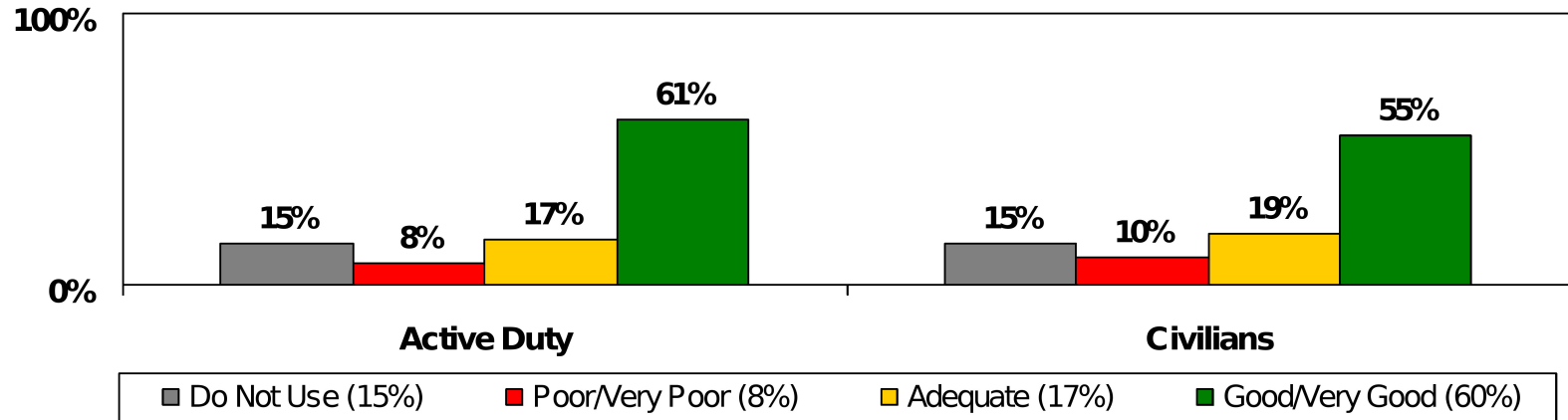


* Percentages in legend present data for region overall.

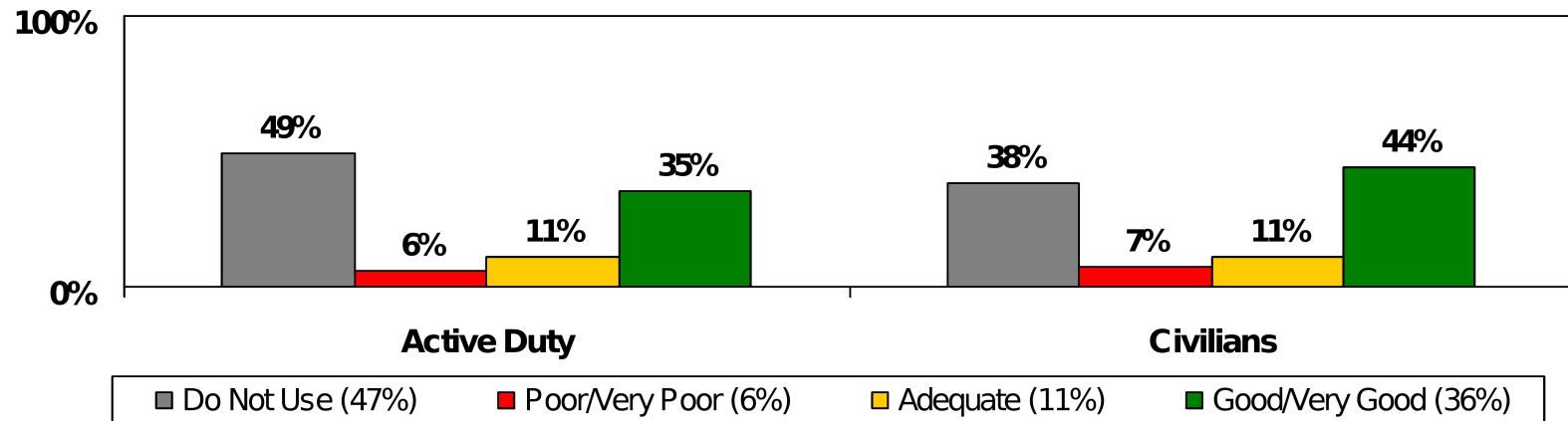
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Korea

Quality of On-Post Services*



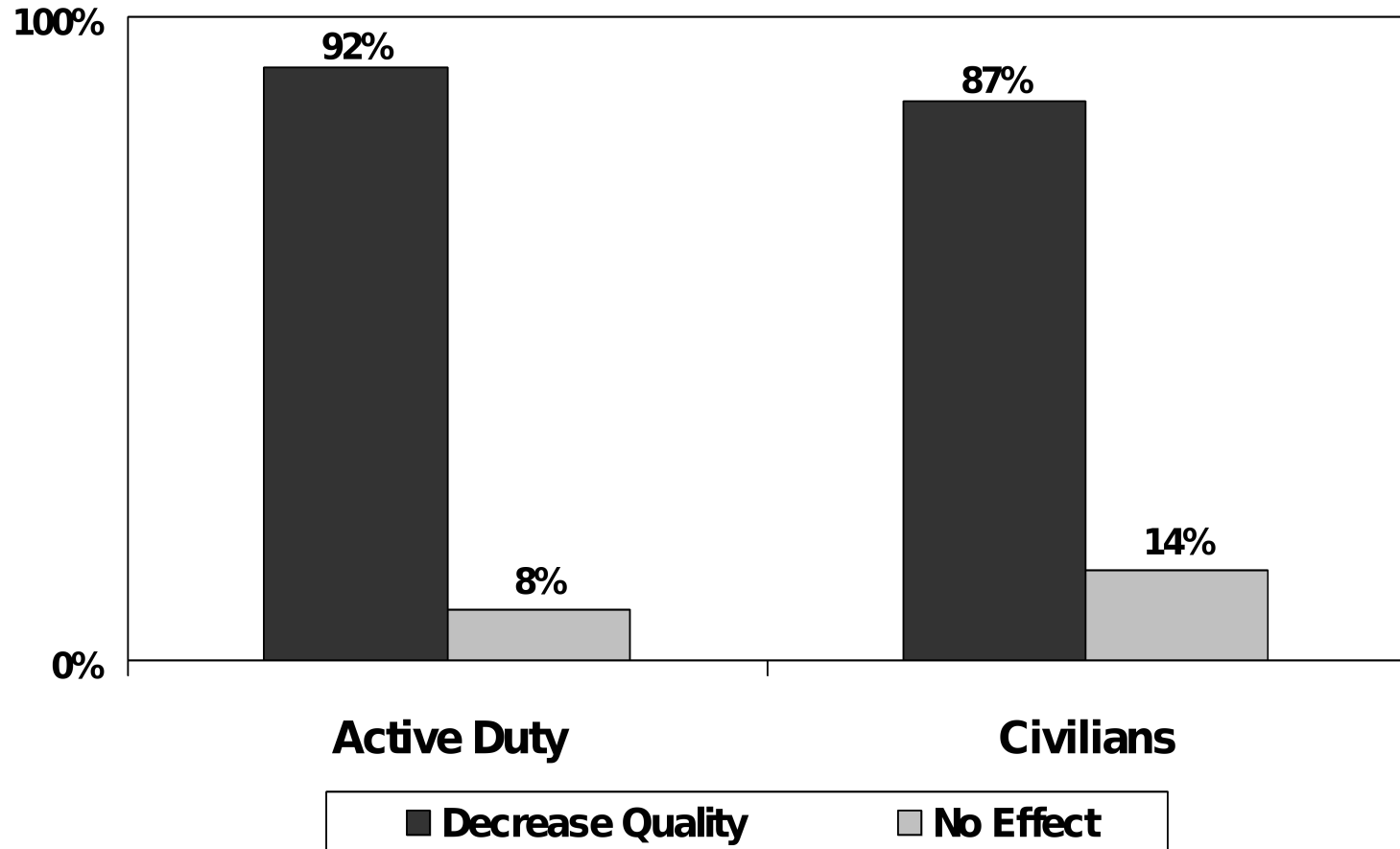
Quality of Off-Post Services*



* Percentages in legend present data for region overall.

MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Installation Management Agency - Korea



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Installation Management Agency - Korea

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Army Lodging	69%
Library	68%
Athletic Fields	53%
Swimming Pool	50%
Bowling Center	46%
BOSS	42%

Arts & Crafts Center	47%
Car Wash	47%
Golf Course	48%
Golf Course Food & Beverage	50%
Cabins & Campgrounds	55%
Golf Course Pro Shop	59%
RV Park	79%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Installation Management Agency - Korea

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	19%	19%	19%
E-mail	29%	37%	30%
Friends and neighbors	45%	47%	45%
Family Readiness Groups (FRGs)	6%	5%	6%
Bulletin boards on post	54%	48%	53%
Post newspaper	37%	50%	39%
MWR publications	43%	53%	45%
Radio	40%	46%	41%
Television	34%	49%	37%
My child(ren) let(s) me know	4%	8%	5%
Other unit members or co-workers	35%	30%	34%
Unit or post commander or supervisor	21%	10%	19%
Marquees/billboards	27%	44%	30%
Flyers	42%	48%	43%
Other	8%	6%	8%
I never hear anything	3%	2%	3%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Installation Management Agency - Korea

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	83%
Better Opportunities for Single Soldiers	61%
Army Community Service	59%
MWR Programs and Services	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Installation Management Agency - Korea

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	52%	88%	12%
Outreach programs	43%	78%	22%
Family Readiness Groups	56%	80%	20%
Relocation Readiness Program	58%	89%	11%
Family Advocacy Program	56%	80%	20%
Crisis intervention	45%	77%	23%
Money management classes, budgeting assistance	58%	79%	21%
Financial counseling, including tax assistance	59%	83%	17%
Consumer information	35%	77%	23%
Employment Readiness Program	43%	76%	24%
Foster child care	24%	70%	30%
Exceptional Family Member Program	49%	78%	22%
Army Family Team Building	43%	74%	26%
Army Family Action Plan	39%	73%	27%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Korea

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	54%
Personal job performance/readiness	54%
Unit cohesion and teamwork	55%
Unit readiness	56%
Relationship with my spouse	49%
Relationship with my children	49%
My family's adjustment to Army life	54%
Family preparedness for deployments	54%
Ability to manage my finances	47%
Feeling that I am part of the military community	54%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Korea

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%
Helps minimize lost duty/work time due to lack of child care/youth services	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	69%
Allows me to work outside my home	70%
Allows me to work at home	62%
Offers me an employment opportunity within the CYS program	60%
Allows me/my spouse to better concentrate on my/our job(s)	79%
Provides positive growth and development opportunities for my children	84%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Korea

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	52%
Personal job performance/readiness	53%
Unit cohesion and teamwork	60%
Unit readiness	51%
Ability to manage my finances	48%
Feeling that I am part of the military community	58%
Relationship with my children (single parents)	52%
My family's adjustment to Army life (single parents)	55%
Family preparedness for deployments (single parents)	52%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Installation Management Agency - Korea

Team Sports

Basketball	25%
Softball	22%
Volleyball	16%
Touch/flag football	16%
Soccer	14%

Outdoor Recreation

Bicycle riding/mountain biking	22%
Going to beaches/lakes	21%
Picnicking	21%
Camping/hiking/backpacking	19%
Snow skiing/snowboarding	11%

Social

Night clubs/lounges	54%
Entertaining guests at home	51%
Happy hour/social hour	43%
Dancing	37%
Specially arranged shopping trips	27%

Sports and Fitness

Walking	24%
Running/jogging	24%
Weight/strength training	23%
Bowling	23%
Cardiovascular equipment	22%

Entertainment

Watching TV, videotapes, and DVDs	35%
Going to movie theaters	27%
Live entertainment	21%
Attending sports events	20%
Billiards/game room/video arcades	20%

Special Interests

Internet access/applications (home)	50%
Digital photography	25%
Computer games	24%
Automotive maintenance & repair	19%
Automotive detailing/washing	17%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Installation Management Agency - Korea

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading (library)	50%	N/A	50%
Internet access (library)	44%	N/A	44%
Multi-media (videos, DVDs, CDs) (library)	41%	N/A	41%
Reference/research services (library)	39%	N/A	39%
Study/self-development (library)	37%	N/A	37%
Happy hour/social hour	26%	17%	43%
Basketball	24%	1%	25%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

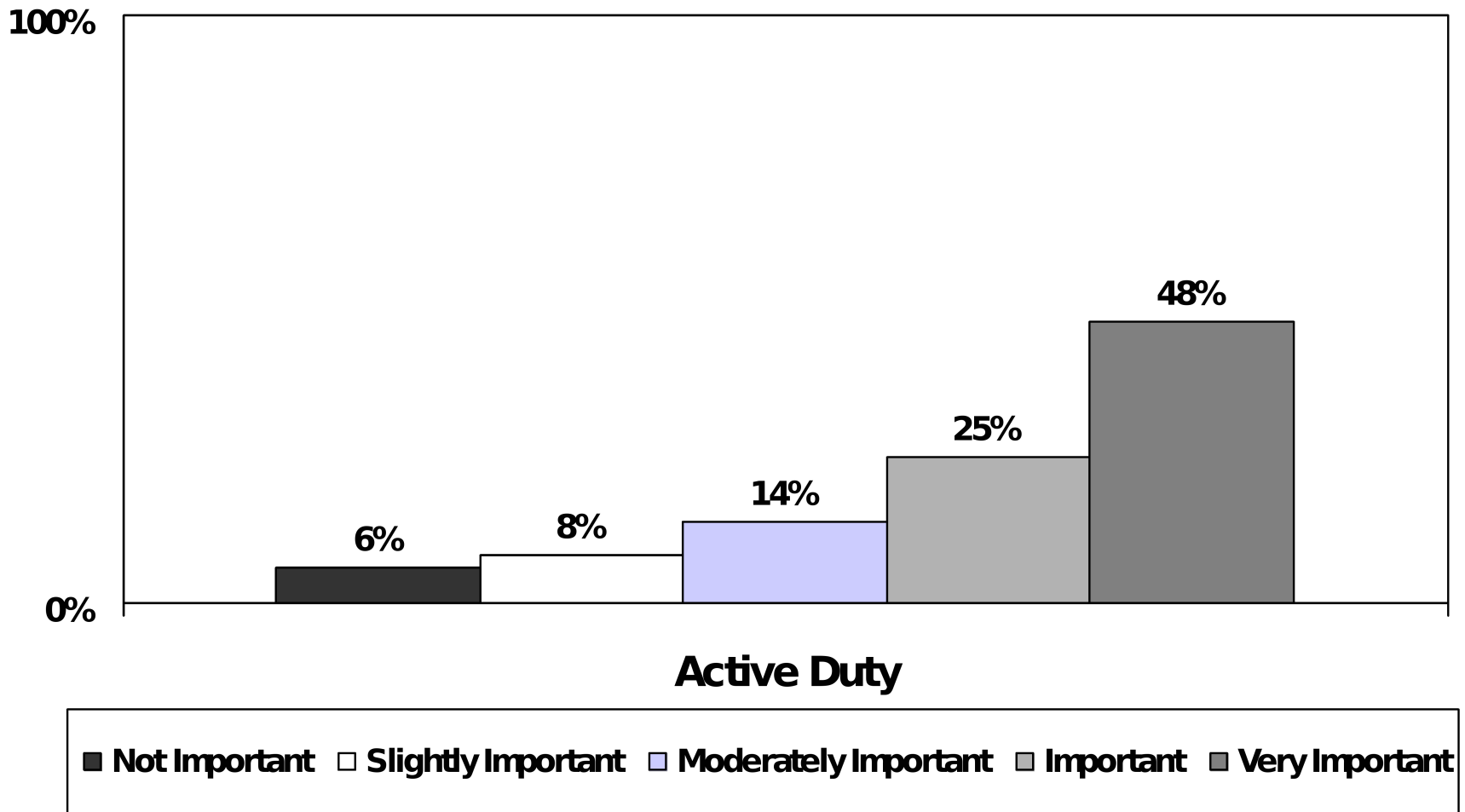
Installation Management Agency - Korea

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	14%	3%	34%	50%
Digital photography	4%	8%	12%	25%
Computer games	5%	2%	17%	24%
Automotive maintenance & repair	11%	5%	3%	19%
Automotive detailing/washing	10%	4%	3%	17%
Trips/touring	3%	10%	N/A	13%
Gardening	2%	1%	6%	9%

*Top 7 special interest activity preferences ranked by overall participation.

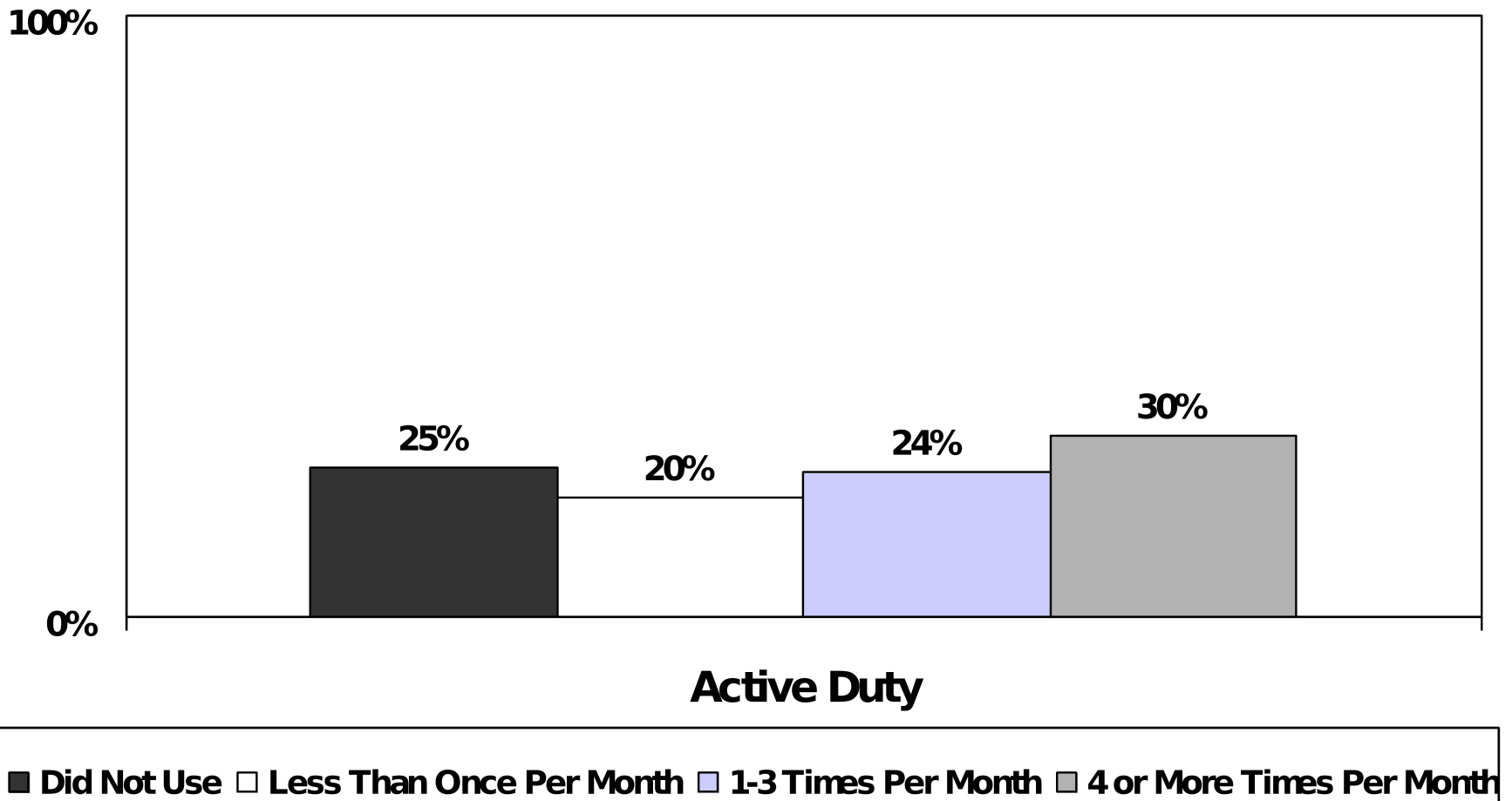
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Installation Management Agency - Korea



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER

Installation Management Agency - Korea



CAREER INTENTIONS: ACTIVE DUTY

Installation Management Agency - Korea

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will make military a career	39%
Probably will make military a career	17%
Undecided	22%
Probably will not make military a career	8%
Definitely will not make military a career	14%

NEXT STEPS

Installation Management Agency - Korea

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)